



LINGUA CORPORATION
WE HELP YOU SPEAK TO THE WORLD

BUSINESS PLAN REPORT

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Executive Summary

The business plan focuses on the management and entrepreneurial aspects of starting a new business. Our group's plan for this project was to create a translation service. Lingua Corporation is a new company that just started to operate in Selangor. The name of this company comes from the concept and theme of the service itself. It gives the customer an idea on the service that we serve. The name 'lingua' we got from Latin word which means language in English. The name is also easy to remember and pronounce. As for the business, we are providing a special, translation service based on their choices of language.

Lingua Corporation is a partnership business that consists of 4 members. This business will provide a friendly, comfortable atmosphere where the customer can receive quality translator and service at a reasonable price. We have 4 workers that are general manager, administration manager, marketing manager, financial manager, and operation manager. Our target market of customers is academia and author people who want to expand their books or manuscript to international market. Business plan is necessary to all businesses. This plan includes the marketing, operation, administration, and financial plan.

Our main business is translating books or manuscripts to another language that desired by client. We have a wide selection of language as we have many different races and country in this world. We provide services throughout Malaysia, as well as around the globe. Client can reach us via our official websites or directly from business owners via Instagram, WhatsApp, and Facebook. These services are considered marketable because they will meet the needs of the target market, which is reader either adult or teenager, even kids. Lingua Corporation also intends to open locations in other country in the future. This is critical approach in order to increase profits while also allowing us to reach a wider audience with our services.



Business Description

1.0 Business Profile

1.0.1 Name of the Business

The name of this business is Lingua Corporation, the word ‘lingua’ is taken from Latin language which language. This word is inspired to be our business name because it is unique and related to our business itself. We don’t want to use the generic word such as the language because it is too cliché and not very attractive, thus we want our business name to be catchy and attract more people hence the “Lingua Corporation” is chosen for our business name’s.

1.0.2 Nature of Business

Lingua Corporation is focusing on linguistic services such as translate books, manuscripts, or articles to other languages with high class service to our customer whereas we want the customer to experience the higher degree of comfort and professionalism from our business.

1.0.3 Industry Profile

Language industry

1.0.4 Location of the Business

Our office is based at Jalan Dewan Bahasa, Bukit Petaling, 50460 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur. We decided to choose this location because the place was easy to find which is center of knowledge as the surrounding full of books publication center. In addition, our office is only few meters from the Dewan Bahasa Pustaka (DBP) which is very strategic for a translation service center as academia, writer and author always come and go to there.

Business Description

1.0.5 Date of Business Commencement

We targeted to open our office center on 17 April 2022, this date is chosen because we need to research and securing translator before we open our first day of business. Careful planning and calculation are made to ensure that every aspect of the business operation is going smoothly without any delay such short of translators, raw material, and machinery. The permit of business is probably going to take more time to process so we are also going to expect the unexpected issues such the permit is not approved by the third parties, or any possible problem might come as we are going to start the business from a scratch.

1.0.6 Business purpose

We want to introduce the translation services to people especially to academia and author who want to commercialize their work globally, we want to create an environment of knowledge where people can imagine, think, and share their thought through the books that have been read in their language. We also want to give a very high-class services but with an affordable price to everyone despite their financial and social status, we will treat them with high degree of professionalism. Furthermore, we also want to boost local economy and attract more people perhaps to learn other languages across the world.